

**GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:3587
ANSWERED ON:22.12.2004
MARKETING OF AGRO-PRODUCTS
Chaliha Shri Kirip

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

- (a): whether the Government proposes to set up uniform marketing network for agro products throughout the country;
- (b): if so, the details thereof;
- (c): whether the network is proposed to be extended to the North- Eastern States also; and
- (d): if not, the reasons therefor?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a)to(d): Marketing of agro products is primarily done in the private sector. There is no proposal to set up a uniform marketing network for agro products by the Government. However, the Khadi and Village Industries Commission (KVIC) of the Central Government has taken various steps to promote marketing of village industry (VI) agro industry products, in the country including the North Eastern States. These include quality testing at subsidised rates, organising exhibition at national/sub-national levels, participation in national and international exhibitions, enovation/modernization of selected sales outlets, organizing buyer-seller meets, creating of improved packaging and design facilities, etc.

KVIC has also set up a Confederation for Promotion of Khadi and Village Industries (CPKVI) for marketing of khadi and village industry products including agro products throughout the country, including the North-Eastern States.